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ABSTRACT

Twelve separate educational television program series of varying lengths are listed and described. An attached fact sheet explains the production and evaluation of public service spot announcements to be released through commercial stations to inform young viewers that these shows could be seen on the Public Broadcasting Service network. (DS)

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DESCRIPTIONS OF CHILDREN'S TELEVISION SERIES PRODUCED UNDER THE EMERGENCY SCHOOL AID ACT (P.L. 92-318)

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Available 1974-75

"Carrascolendas"

The first 39 shows of a 78 half-hour program series for children 3 through 9. Each show, which is part in English and part in Spanish, is a complete, single storyline, musical comedy with an average of six original, fully scored, and frequently choreographed musical numbers. The series takes place in the mythical town of Carrascolendas-- a set measuring almost 100 feet square with a dozen buildings surrounding a 50 foot square plaza. Each building interior is fully finished and furnished since all exteriors pull away to allow for complete camera access. Characters include Agapito Gomez y Gomez y Gomez-- "the world's only bilingual lion"; Mabel, the hip, Black magician, and an assortment of zanies and straights, both Anglo and Latino. Action usually includes one or more slapstick bits in each program. The series content stresses affective (emotional and attitudinal) concerns. Evidence from its current PBS airing indicates that Carrascolendas appeals equally to both English and Latino youngsters. [Produced under two successive funding awards totaling $3,120,809, to KLRN (TV), Austin, Texas.]

"Villa Alegre"

The highly popular series of 65 half-hour programs now airing on PBS. Like Carrascolendas, Villa Alegre is a Spanish-English series intended for both Anglo and Latino children 3 through 9. However, while each Carrascolendas show is built around a single plot line, Villa Alegre (like Sesame Street), is a modularized (segmented) series, with each show consisting of perhaps a dozen different elements (many of them musical), shot half live-on-tape, and half film. Film includes about half animation-- both cel and computer-generated. Each of the Villa Alegre shows concentrates on one of five content areas: food and nutrition; energy; environment; interpersonal relations; and man-made things. [Produced under a $3,500,000 award to BC/TV, Inc., Oakland, California.]

Available 1975-76

"Gettin' Over"

A series of 52 half-hour programs for adolescents, stressing the information they will need to cope with their fast-approaching adult responsibilities. Shot two-thirds live-on-tape and one-third film, each show concentrates on a single topic under such headings as home, auto, credit and related consumer skills; pre-natal and child care; job hunting and upgrading; civil and criminal legal rights; preventive health care and availability of medical services. The series is built around a permanent cast of a dozen attractive, articulate teenagers who rap, question, argue, and investigate. A single program will include eight to ten segments with role-plays, filmed explanations, questions-and-answer sessions, and bits of electronic wizzardary among the more common format devices. Original-scored rock music is used extensively throughout to set mood and enhance pace. [Produced under a $1,762,298 award to Northern Virginia Educational Telecommunications Association, Inc., North Springfield, Virginia.]

Math

This as yet untitled series of 65 half-hour programs will offer its 7 through 12 year old viewers the opportunity to learn math as it's never been learned before-- interestingly and entertainingly. Neither "new math" nor "old math", the series will stress how mathematics can help the individual in day-to-day life by exploring its applications in art, science, technology and nature. Many of the film, tape and animated bits in each show will be designed to engage the viewing child's active involvement in and with the activity on the screen. Because the content and approaches to math presented in this series will complement rather than compete or conflict with what is taught in the schools, broadcasters airing this series will have an excellent opportunity to work with their local school systems in viewer promotion. [Produced by the Project One group, under a $4,023,037 award to Education Development Center, Inc., Newton, Massachusetts.]

"Vegetable Soup"

This magazine-like series (available as 39 half-hour or 78, 15-minute programs) for children 7 through 12, is intended to bridge the gap between different racial and ethnic groups. Cartoons, animated puppets, and

film serials are among the formats that will make up each show. The serialized dramatizations should prove an important element in bringing audiences back for the next program. [Produced under a $1,584,510 award to the New York State Department of Education.]

"Carrascolendas"

Shows 40 to 78 of the series described above.

Available 1976-77

"Rebop"

The thesis underlying this series of 26 half-hour shows for children 7 through 14, is simply that kids dig kids! Each program in the series will consist of 2 or 3 film portraits of a different child--exploring and focusing on his/her total lifespace: family relationships and friends; school; leisure and play; fantasies, hopes, and frustrations. Children selected as subjects will cover the whole range of racial and ethnic groups which make up the American mosaic. Sensitive editing and music composed and scored to suit each portrait will be hallmarks of the series. [Produced under a $2,042,271 award to WGBH-TV, Boston, Massachusetts.]

Tension and Conflict Reduction in Schools and Community

This as yet untitled series of 13 one-hour programs will focus on the tension and conflict situations which arise in desegregating schools and in the community at large. The hope is that by providing intensive examinations of the causes and effects of such conflicts as they occur in the schools depicted, and especially instances of and principles underlying their successful resolution, the intended audience, ranging upward from 12 or 13 (and including parents and other interested adults), will gain the insights and understandings necessary to cope with similar tensions and problems which may exist in their own schools. Teams of high school students whose make-up is representative of their communities have been established at 20 sites in 13 locales around the country where desegregation of the schools has taken or is taking place. It is from the ideas, approaches, attitudes, insights and suggestions generated by these high schoolers that the content of the series will emerge. Heavy stress will be given to actuality film, and to role-played activity. [Produced under a $1,772,791 award to WTTW(TV), Chicago, Illinois.]

"Mundo Real"

This bilingual series of 10 half-hour programs for children 7 through 12 will be built around the continuing drama format popular with Latino audiences. The series will focus on a fictional mainland Puerto Rican family and the problems and opportunities faced by their children. [Produced under a $250,000 award to Connecticut Public Television, Hartford, Connecticut.]

"South by Northwest"

Black cowboys and Black frontier soldiers will be the subjects of two of the five half-hour programs in this series for 7 through 15 year olds. As in so much of America, Blacks played an important, and to now all but ignored role in the development of the Northwest, beginning with the Lewis and Clark Expedition (the topic of the first program). All programs will be shot live-on-tape in the locales where the depicted events actually took place. [Produced under a $242,594 award to KWSU-TV, Washington State University, Pullman, Washington.]

Plateau Indians

This as yet untitled all-film series of 13 half-hour programs for children 7 through 12 will attempt to explore and present the Indian experience by focusing on the life, lifestyles, traditions and lore of the Plateau Tribes of Western Washington, the Idaho Panhandle and Western Montana. Thus, in one show, "A Season of Grandmothers," we will see the role played by the older women of the tribes during winters when they spend much of their time telling the children about the beliefs, skills, folk tales and glories of the past. [Produced under a $242,099 award to KSPS(TV), Spokane, Washington.]

Franco-American

An as yet untitled series of 20, 15-minute programs, intended mainly for those children 4 through 8 from French-Canadian backgrounds in the upper Northeastern part of the United States. It is designed to prepare these children to overcome some of the cultural shock which many experience on entering Anglo-dominant schools. [Produced under a $249,402 award to the Maine Public Broadcasting Network, Orono, Maine.]

Caribbean Latinos

This as yet untitled series of 10, half-hour, magazine formatted programs for children 7 through 12, will focus on the life, lifestyles, prominent persons and various events of note in the Puerto Rican and other Caribbean-Latino communities. One-third of the segments making up each show will be filmed. [Produced under a $249,996 award to Young Filmmakers, Inc., New York, New York.]

Emergency School Aid Act Public Service Spot Announcements

FACT SHEET

LEGISLATIVE AUTHORIZATION: Sections 704 and 711 of the Emergency School Aid Act (ESAA) [Title VII, P.L. 92-318]. This legislation sets aside a minimum of three percent (3%) of the amount funded under ESAA [Section 704(b)(2)(B)] for the "development and production of integrated children's programs of cognitive and affective educational value" [Section 711(b)(1)] which furthers the purposes of this legislation. These purposes are: "to meet the special needs incident to the elimination of minority group segregation and discrimination among students and faculty in elementary and secondary schools;" "to encourage the voluntary elimination, reduction, or prevention of minority group isolation in elementary and secondary schools;" and "to aid school children in overcoming the educational disadvantages of minority group isolation" [Section 702(b)(1)(2)(3)].

WHY SPOTS? The bulk of the over $18,000,000 awarded for television productions under the ESAA-TV setaside during its first two years, has paid for the underwriting of eleven TV series of from 5 to 78 programs of from fifteen (15) minutes to one hour in length. While unsponsored, commercial station broadcast of these series is permitted and, in fact, is being encouraged, most will be carried primarily by non-commercial, public television stations. In order that the large numbers of young viewers not watching Public TV can also be reached via television, a series of public service spots suitable for broadcast by commercial stations as public service announcements (PSAs) was commissioned through a competitive proceeding.

QUANTITATIVE ASPECTS: WTTW(TV), the Chicago Public television station, received a grant of $ 11,000 to produce 30 spots, each in both a one-minute and a 30 second version. This grant also calls for WTTW to duplicate and distribute 500 copies of each spot (or 30,000 copies in all), as follows: 460 to commercial stations; 20 to the public stations in the largest 20 markets; and 20 for other purposes (e.g., for use by the Armed Forces Radio-TV Service on its overseas TV stations; by the Rocky Mountain Satellite project which beams TV programming by satellite into isolated areas receiving no other TV service).

CONTENT CONSIDERATIONS: Among the areas addressed by the spots are self-pride and ethnic pride and the common misunderstandings which arise in multi-racial situations including school. Before their production, 20 of the spots were tested in storyboard format with groups of minority and majority children by a Chicago-based advertising agency. In conducting these tests, the agency employed the same "open-ended" interview techniques used to pre-test commercial spot announcements.

DISTRIBUTION: Spots are released in groups of five (5) each. Three groups, for a total of 15 spots, are being released this (1974-1975) TV season. The remaining 15 will be released in three groups of five (5) each next TV season (1975-1976) beginning in September 1975. Stations which carry spots do so as a public service. The Government is not billed for the time.

CARRIAGE: Of 143 stations returning a survey questionnaire distributed with the second group of spots, 135 or 96% reported usage of the spots. A more definitive index will be available in March after we receive the results of a survey to be conducted by Broadcast Advertisers Reports, Inc., which monitors spot carriage from sign-on to sign-off on 280 stations in the 70 largest cities.